

1 **ABSTRACT**

2 A variety of meta data based enhancements to media content viewing are
3 described, including making meta data corresponding to media content available
4 for user searching and using meta data to identify highlight portions of the media
5 content so that only the highlight portions need to be stored. Additionally,
6 comments made to media content can be shared with other viewers of the content,
7 even when viewing the content at different times and even when viewing different
8 versions of the content. Furthermore, a synchronization point can be established
9 for the media content and used by the client systems as a common reference
10 location. In addition, advertisements for media content can be rendered based on
11 how much time has been spent rendering the media content, as well as the amount
12 of a fee paid by the user of the client system.

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